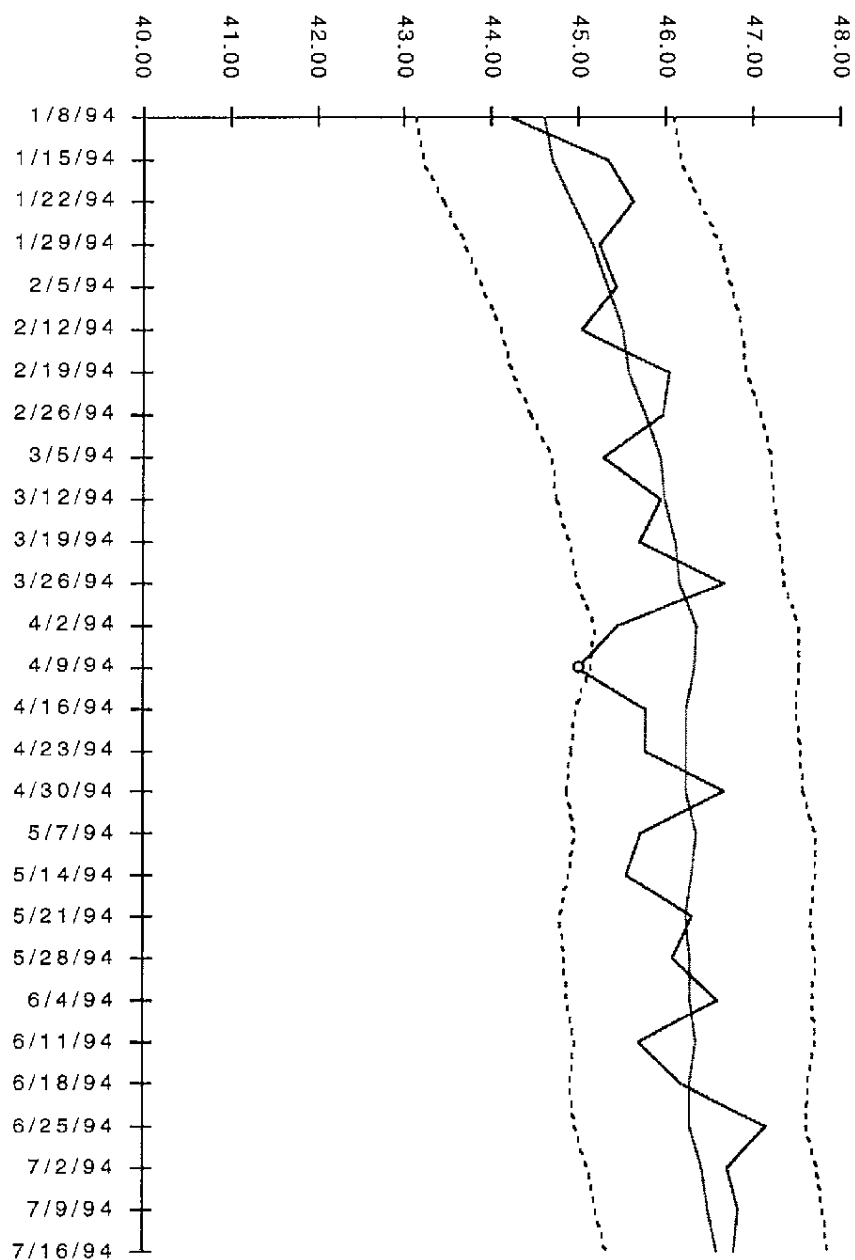


Phillip Morris Region 5
Weekly Nielsen Data



% of trend break = 0.2
current value = 0.00

— actual
— smoothed
--- $x' + Y \text{ cmad}^*$
- - - $x' - 1Y \text{ cmad}^*$

o = Short Term
Δ = Long Term
* = Both

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